



EVENT PLANNING TOOLKIT

CARE Canada's event toolkit will help you plan and execute your fundraiser with a step-by-step guide and customized templates. Your event will make a valuable contribution to the lifesaving work CARE is doing with women and girls around the world. Thanks to supporters like you who seek a world of hope, tolerance and social justice, we are able to empower women and girls to lift themselves, their families and entire communities out of poverty. **Thank you!**

ABOUT CARE

CARE was founded in 1945 to distribute emergency relief "CARE packages" to the people of war-torn Europe following WWII and has since grown into one of the largest international development and humanitarian organizations in the world. Seventy years after it began, CARE reached over 65 million people in 95 countries in 2015 through an array of programs that work to create lasting solutions to the root causes of poverty.

CARE Canada is this country's global force dedicated to defending dignity and fighting poverty by empowering the world's greatest resource for change: women and girls. Why women and girls? Because our experience shows us that when equipped with the proper resources, women have the power to help whole families and entire communities escape poverty.

CARE fights global poverty through numerous programs and projects which:

- Improve basic health and education
- Increase peoples' access to resources, capabilities and activities
- Increase access to nutritious food
- Increase access to clean water and sanitation

OUR WORK

Healthy Food & Nutrition

Working to ensure families have a sustainable supply of healthy and nutritious food for today and tomorrow.

[Find out more.](#)

Maternal, Newborn and Child Health

Fighting poverty starts with a safe pregnancy and childbirth and supporting mothers to raise healthy children.

[Find out more.](#)

Emergency Relief

Meeting urgent, life-saving needs; providing long-term rehabilitation programs; and preparing communities for future disasters. [Find out more.](#)

Economic Development

Expanding economic opportunities allows women and men to lift themselves from poverty.

[Find out more.](#)

CREATE YOUR OWN FUNDRAISER

Let's put the Fun in fundraising. Here are the five easy steps to running a successful CARE fundraiser. Use this page as a check list to make sure you don't forget anything.

Step 1: Plan your fundraising campaign

- Research your fundraising idea (here is a [list of event ideas](#))
- Make sure there aren't any safety and/or legal issues
- Tell us about your event by emailing events@care.ca
- Plan your budget
- Set a date and location
- Plan how you will promote your event and raise awareness

Step 2: Create your own CARE fundraising page. This will make it easier for you to process gifts and track your progress

- [Create a profile](#) by following the easy steps
- Set a fundraising goal
- Have a list of your friends and family's names and emails ready to upload

Step 3: Spread the word

- Share your CARE fundraising page on social media and don't forget to tag us @CARECanada
- Send emails to let your network know about your event and ask them to share and donate

Step 4: Fundraise

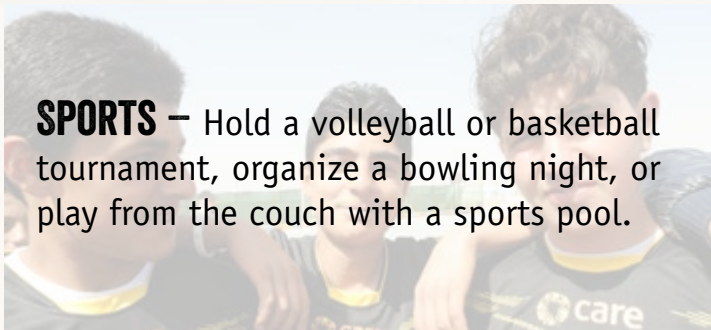
- Assign a volunteer to handle the donations. *Make sure that cheques are made payable to CARE Canada
- Have a few copies of the CARE donation forms to record gifts over \$10 *note that gifts \$10 and over automatically get a tax receipt.
- Spread the news about CARE's work and why you chose to be a CARE ambassador
Example: "I'm joining forces with CARE Canada and raising funds to empower women and girls around the world to fight global poverty."
- Take pictures

Step 5: Closing your event

- Clean up
- Collect funds
- Complete the [Fundraising Final Report](#)
- Compile all completed [donation forms](#)
- Send all donations and forms to:
CARE Canada
c/o Corporate and Community Engagement
9 Gurdwara Rd, Ottawa, ON K2E 7X6
- Send a thank you to all your volunteers and donors (here is a [template](#))
- Share your event's success on social media and tag @CARECanada

NEED SOME INSPIRATION?

Here are a few event ideas that have worked for others.



SPORTS – Hold a volleyball or basketball tournament, organize a bowling night, or play from the couch with a sports pool.

PARTIES & DINNERS – Charge your guests “admission” to your event and put all the proceeds towards your fundraising goal.

SPECIAL OCCASIONS – Make your support for CARE a part of an important event like your wedding or baby shower.

\$/KM – Ask your friends and family to donate money for every kilometre you run, walk, swim or bike.



AUCTIONS – Hold a silent or live auction of old or new goods.

LUNCH & LEARN – Host an interesting speaker series for your office, school or community. Depending on your location, you could also invite CARE staff to share some stories of their work.

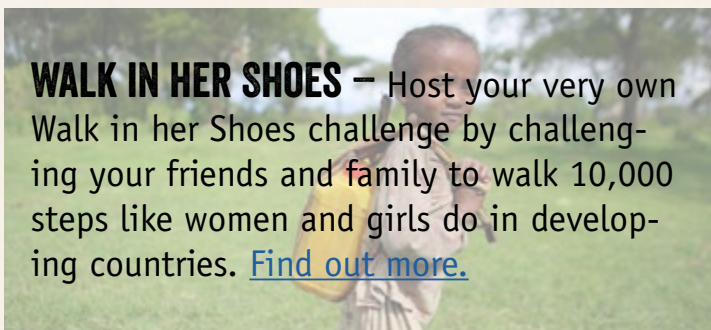
THE CLASSICS – Try a classic fundraiser like a car wash, garage sale, BBQ, can/bottle drive, bake sale, pancake breakfast or dress-down day at work or school.

BIRTHDAYS & HOLIDAYS – Ask your friends to donate instead of buying you a gift.



WALK IN HER SHOES – Host your very own Walk in her Shoes challenge by challenging your friends and family to walk 10,000 steps like women and girls do in developing countries. [Find out more.](#)

GIRL RISING SCREENING – host a film night at a community centre or with a group of friends. The film Girl Rising shares the stories of nine girls from developing countries. Find out more.



FUNDRAISING FINAL REPORT

Make sure that all donation forms are complete and legible and that all cheques are correctly completed, signed, dated and made payable to CARE Canada. Tax receipts will be issued for all donations of \$10 or more. Please compile all cheques, donation forms and this form and send it to the Corporate and Community Engagement team at: **CARE CANADA**

**c/o Corporate and Community Engagement
9 Gurdwara Rd
Ottawa, ON K2E 7X6**

* Please note that you shouldn't send cash in the mail. Should you have collected cash, deposit it in your account and issue a cheque to CARE Canada in the same value.

EVENT NAME: _____

EVENT DATE: _____

EVENT LOCATION: _____

EVENT ORGANIZER'S NAME: _____

Address: _____

City: _____ Province: _____

Postal Code: _____

Phone: _____

Email: _____

SIGNATURE: _____

DATE: _____

FUNDRAISING SUMMARY

GIFT AMOUNT (\$)

DONORS (#)

Cheque Donations

Credit Card Donations

Special event donations

(i.e. ticket, sponsorship) *Non-receiptable

TOTALS

* Please visit the CRA Tax Receipt Guidelines for more information on what donations can receive a tax receipt





CARE DONATION FORM



Please ensure that all the information noted below is complete and legible in order for CARE to issue tax receipts. All gifts of \$10 or more will receive a tax receipt. All cheques should be made payable to CARE Canada.

CARE respects your privacy. All of your personal information listed below will be used to process your gift(s) and communicate with you about CARE's work. We will not sell, trade or rent your information to any other organization.

THANK YOU!

NAME

GIFT AMOUNT

ADDRESS

City, Prov., Postal Code

EMAIL

Lined area for entering donation details.

THANK YOU LETTER TEMPLATE

Don't forget this step as it is one of the most important ones! Thanking your donors and volunteers is important as they're a big part of your events success. It will also encourage them to support your next event.

Below is a template you can use in an email or letter to personally thank your donors, sponsors and volunteers for their amazing support.

[DATE]

[DONOR/VOLUNTEER NAME]
[ADDRESS]



Dear [NAME OF DONOR OR VOLUNTEER],

Thank you for [your generous donation OR volunteering] at my fundraising event, [EVENT NAME], held on [EVENT DATE] at [EVENT LOCATION].

The money you donated to CARE Canada will rush relief to those in need during emergencies, safeguard women's health throughout pregnancy and childbirth, provide sustainable opportunities for people to earn an income and allow communities to access healthy food.

Specifically, the money will go to [DESCRIPTION OF GIFT]. You can learn more about the great work they do at care.ca.

Thanks again for supporting my event and CARE Canada!

Sincerely,

[YOUR NAME]